Exporting Canadian Housing Products and Systems to Japan

An Essential Tool for Canadian Companies to Identify Opportunities and Meet the Requirements of the Japanese Housing Market

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103-01761/

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© Her Majesty the Queen in Right of Canada, 2000
ISBN 0-662-29006-2
Catalogue Number M91-7/467-2000E

For more information or copies of this book, contact:
Natural Resources Canada
Buildings Group Publications
580 Booth Street, 13th floor
Ottawa, ON K1A 0E4
Fax: (613) 996-9909
E-mail: buildingpubs@nrcan.gc.ca

This document is also available in French.
Please contact Buildings Group Publications for further information.

Acknowledgments

Natural Resources Canada (NRCan) would like to recognize and thank the following contributors to this publication:

Enermodal Engineering Limited
Windows and Exterior Doors

Habitat Design and Consulting Ltd.
Space Heating; Air Conditioning; Ventilation and Filtration; Domestic Water Heating

K. Ito and Associates
Foundations; Framing; Insulation; Air and Moisture Barriers; Siding, Soffits and Fascia; Roof Coverings

MU Design Inc.
Design and Planning; Drywall; Plumbing; Electrical; Flooring; Stairs and Handrails; Coatings and Wallcoverings; Cabinetry; Interior Doors; Interior Trim; Landscaping; Specialty Products

DAC International Inc.
Content Outline, Information Template

Jools Development
Editorial Services, Information Template

Wendelina O'Keefe
Graphic Design and Layout

Robin Sinha
NRCan Project Manager

This publication was produced by the Buildings Group of Natural Resources Canada in cooperation with its Team Canada partners:

- Canada Mortgage and Housing Corporation
- Department of Foreign Affairs and International Trade
- Industry Canada
- The Canadian Embassy and Consulates in Japan
- National Research Council Canada, Canadian Construction Materials Centre

NRCan gratefully acknowledges the funding received through the ***Building a More Innovative Economy (BMIE)*** program.

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Introduction

Background

The growth potential of the Japanese housing market presents many opportunities for Canadian companies. The Japanese government's 7th Housing Construction Five-year Program for the fiscal years 1996-2000 called for:

- additions to, or remodeling of about 700,000 housing units during the five-year period; and
- housing supply of 500,000 units in five years in the centre of urban areas.

The government also identified several activities as priorities, including:

- formation of good quality housing stock that meets the nation's needs;
- formation of safe, comfortable urban living and living environments;
- provisions to foster an active elderly society; and
- formation of housing and living environments that contribute to regional revitalization.

The Japanese consumer's interest in quality housing parallels the government plans. Consumers are looking for North American design and styling that meets the high standards they are used to having in traditional post-and-beam construction. They are interested in durable products, energy efficiency, healthy housing and barrier-free design.

Canadian wood frame housing and a variety of related products are ideal for meeting the needs of the Japanese market. Housing systems such as R-2000 and Super E™ demonstrate the high levels of quality, energy efficiency and indoor comfort that consumers are demanding. The Canadian wood frame house is also known and accepted in Japan. The system has been tested and accepted by consumers and is endorsed by the Japan '2 x 4' Builders' Association.

Regulations and approvals are also changing, creating opportunities for Canadian suppliers. The Building Standard Law was amended in 1992 and allows Canadian wood frame construction (certain restrictions apply). The National Lumber Grades Authority (NLGA) standards for lumber grading are now accepted as Japanese equivalents. Many Canadian wood products can be graded in Canada and will be accepted in Japan. These changes streamline the approval process and give Canadian products a head start over the products of many other countries.

Highlights of Exporting Canadian Housing Products and Systems to Japan

The first step that a Canadian company must take when considering exporting housing products to Japan is to determine whether their products are export-ready.

Highlights of Exporting Canadian Housing Products and Systems to Japan provides a detailed overview of the export opportunities and potential of Canadian housing products.

People who want a detailed discussion of these topics can consult the full publication, *Exporting Canadian Housing Products and Systems to Japan*, which:

- compares Canadian and Japanese housing practices;
- compares Canadian and Japanese codes and standards;
- describes the export potential of Canadian housing products and systems for Japan;
- identifies materials and systems that present the greatest export opportunities;
- references applicable codes and standards in Canada and Japan; and
- contains useful insights into the market and culture of Japan.

To purchase the publication, use the order form on page 47, or contact:

Natural Resources Canada, Buildings Group Publications
580 Booth Street, 13th floor, Ottawa, ON K1A 0E4
Fax: (613) 996-9909
E-mail: buildingpubs@nrcan.gc.ca

How to Use the Book

The book is divided into five sections:

1. **Design and Planning**—a key step in understanding the market, the cultural differences and the various approvals processes.
2. **Building Envelope**—covering all the components needed to complete the building envelope for an energy efficient wood frame house.
3. **Mechanical Systems**—examining the systems and products that keep the house running.
4. **Plumbing and Electrical**—comparing North American products with the Japanese market and regulations.
5. **Finishing and Specialty Products**—discussing high quality Canadian products that have excellent export potential to Japan.

Export Potential and the *Export Opportunities* are identified at the beginning of each chapter. The reader can get a quick overview of the chapter, then continue on through the entire chapter for in-depth information.

Following the material in the entire book will help a potential exporter gain a better understanding of the market for housing products in Japan. Each chapter is independent so that the reader can choose to read only about their areas of personal interest.

Appendices

Appendices are included for readers who need specific reference information and additional resources:

- Appendix A—Codes and Standards
- Appendix B—Masterformat Numbers
- Appendix C—Suppliers, Industry Associations and Manufacturers
- Appendix D—Figures
- Appendix E—Tables
- Appendix F—Additional Resources
- Appendix G—Product and Exportability List

Exportability Ratings

Materials and systems have been assigned an exportability rating to help a supplier quickly gauge the readiness of a product for export. The ratings are based on regulatory barriers only.

A material or system with a rating of:

1. **Is exportable to Japan without change**
2. **Requires minor adaptation to be exported to Japan**
3. **Is not exportable at this time, requires evaluation**

There are often additional factors that need to be taken into consideration before introducing a product into the marketplace.

For example:

- a product may be very heavy and expensive to ship;
- the domestic market may already be meeting the demand for a product; or
- a product is unfamiliar to the Japanese building community, which may limit its acceptance, especially in smaller regions or rural areas.

In all these cases, even though the product has been rated "exportable", an exporter may conclude that it would be too costly to supply the product or be impossible to achieve significant market penetration.

Regulations are also constantly changing. While all reasonable attempts have been made to present accurate information, exporters must consult appropriate experts to confirm the most current details and to obtain correct interpretations of any codes, standards, requirements or guidelines.

Summary of Codes and Standards

Codes, standards and regulations are discussed throughout every chapter as they apply to specific housing systems and products. Each chapter has also been thoroughly referenced to both Canadian and Japanese codes and standards. This is critical for the exporter to be able to compare the specific regulations their product currently meets in Canada with the appropriate standards in Japan. There are also references to programs that set guidelines or have requirements related to various topics such as energy efficiency and barrier-free construction.

Canada

The National Building Code of Canada (NBC) is the document that defines how buildings are to be constructed in Canada.

The Model National Energy Code for Houses (MNECH) defines the energy efficiency requirements for buildings and building components. As with the NBC, it is voluntary unless adopted by a province to become law.

The Canadian Standards Association (CSA), the National Fire Protection Association (NFPA) and Underwriters' Laboratories of Canada (ULC) are some of the agencies involved in setting standards for housing products.

Japan

The Building Standard Law of Japan (BSL) is the Japanese equivalent of the National Building Code of Canada. The BSL covers health and safety issues in Japanese buildings. Notification 56, in particular, deals with wood frame construction and is extremely important for Canadian exporters. Article 2 defines the requirements for fireproof buildings and quasi-fireproof buildings.

The Japan Energy Conservation Law, the New Energy Conservation Standard (NECS), and the most recent Next Generation Energy Conservation Standard (NGECS) are comparable to the MNECH in Canada. The standards are also voluntary.

There are several programs and standards to encourage energy efficiency in buildings. As part of the Energy Efficiency Utilization Law, the Ministry of International Trade and Industry and the Ministry of Construction developed the "Criteria for Owner's Judgment on the Energy Efficient Utilization in Residential Buildings". These guidelines are voluntary.

Government Housing Loan Corporation (GHLC) deals with financing housing construction and purchases. The GHLC has set guidelines in many areas including energy efficiency and barrier-free housing.

The Japanese Industrial Standard (JIS) and the Japanese Agricultural Standard (JAS) are applied to many housing products. These standards are similar to those referenced in Canadian building codes such as CSA.

➥ Tips for Potential Exporters

- Thoroughly research the suitability of your product for the Japanese market. Use *Exporting Canadian Housing Products and Systems to Japan* to determine what, if any, changes you may need to make to your product.

- Consult with a qualified architect and GHLC to ensure that your product will comply with and meet the expectations of all regulatory and warranty bodies in Japan, including the specific district where the product will be used. Determine what approvals will be needed.

- Learn about the export process. Consult Canada Mortgage and Housing Corporation's, Canadian Housing Export Centre.

- Inquire about how you can make your product readily saleable in the Japanese market. Consult National Research Council Canada's, Canadian Construction Materials Centre (CCMC). The CCMC has a liason agreement with the Japanese Centre for Better Living. This liason makes it much easier for Canadian suppliers to sell certain housing products, especially windows, doors, kitchen cabinets and ventilation systems in Japan.

- Plan the packaging, loading, shipping and unloading to avoid damage to the products. Damaged materials are seen as inferior and reflect poorly on Canadian products. Incorporate colour-coding materials to match packing documentation and installation instructions. This helps reduce misuse of materials and complaints of shipping shortages.

- Prepare full installation instructions in Japanese. Consider providing on-site training.

- Determine all tools that will be necessary to install your product. These should be provided. If the tools are power tools, they must conform to Japanese electrical voltage. Spare parts may also be needed (e.g., drill bits, drivers for Robertson screws).

- Determine all parts that will be needed to install your product (e.g., Robertson screws, special bolts and fasteners, sealants). These products must also meet all the requirements for the district.

- Plan to provide extra materials to allow for selection and replacement of damaged items.

- Consider establishing a damage complaint system in English and Japanese so that both parties understand the content and procedures for resolving complaints. It is a good practice to take pictures of products before shipping and require pictures that confirm the quality when products are unpacked after delivery and after installation.

- Seek out further information and assistance using the agencies listed in *Appendix F, Additional Resources*.

Design and Planning

Export Potential

This section provides architectural, regulatory, and cultural information that is essential to successful design and planning for the Japanese housing market. This background information has specific effects on the export potential of many housing products and systems (detailed in later sections). However, design and planning has more general implications.

For example, North American or Western design is extremely popular in Japan. Many Japanese designers work with Western design, but do not always capture the best features. This is particularly true in housing. There is great potential in Japan for design that combines the North American features with Japanese spatial planning.

Safety and energy efficiency are extremely important issues due to the Japanese history of devastating fires, earthquakes and the high cost of electricity. Structurally innovative and soundly designed import-housing and environmentally friendly, energy efficient, or sustainable housing products have good export potential.

Trends drive the Japanese market. Understanding trends and their lifecycles is critical. For example, gardening, especially English country gardens and outdoor lifestyle are trendy. Exterior design, landscaping and patio systems focusing on a country garden theme will likely be marketable. Combining image, feeling and lifestyle in housing design, marketing and promotions is important for successful products.

The Internet, including electronic media, is another area that is playing an increasingly bigger role in housing design and planning. In the construction industry, the major suppliers have Web sites. This reduces their costs for marketing and distributing product specifications. CD-ROM catalogues are also common. As the industry moves in this "electronic" direction, exporters will want to consider providing catalogues, specifications and design service information either on Web sites or on CD-ROM. These products have good export potential and will likely become more expected as part of import-housing packages.

Export Opportunities

Is exportable to Japan without change

1

- None Indicated

Requires minor adaptation to be exported to Japan

2

- Construction Drawings, which Meet the Building Standard Law of Japan (BSL) Standards and Government Housing and Loan Corporation (GHLC) Specifications
- Designs and Options Packages
- Plans Libraries

Foundations

Export Potential

Due to weight and bulk, cement, concrete block, and rebar are items that may be more cost effective to obtain in Japan. However, foundation-related building materials such as insulation and dampproofing are excellent items to promote for export to Japan.

Insulated, modular concrete forms and preserved-wood systems have a good potential for export. These systems may save labour and time during the construction process. Clear instructions written in Japanese, along with an instructional video, will help provide an easy transition to new construction systems and techniques.

There is a related opportunity for Canadians to promote expertise in design and construction of full-height foundation techniques and systems, especially in areas of providing comfortable and healthy below-grade spaces.

Export Opportunities

Is exportable to Japan without change

①
- Drainage Materials
- Pressure-Treated Wood

Requires minor adaptation to be exported to Japan

②
- Cast-in-Place Concrete
- Dampproofing Materials
- Insulated Modular Concrete Form Systems
- Pre-cast Concrete
- Unit Masonry

Framing

➥ Export Potential

The potential for Canadians to export framing materials to Japan is good. The National Lumber Grades Authority (NLGA) stamp is approved and NLGA-stamped lumber is allowed in Japan. A number of North American companies are now supplying pre-cut lumber to the specifications for the Japanese post-and-beam market. Traditional housing builders have become more aware of import products. This is an excellent niche market.

Japan relies heavily on imports to obtain naturally dried structural lumber. The product is versatile and can be used in many aspects of wood frame construction. Canadians can cater to two housing types:

1) Platform Framing Construction. Platform framing basically uses the same types and sizes of dimensional lumber used in North American building.
2) Traditional Post-and-Beam Construction. Custom cut or pre-cut lumber is often used for this type of construction. The potential exists for export of glue-laminated and larger-sized lumber.

The most popular species of lumber for export are kiln-dried spruce, pine and fir (SPF-KD), Douglas fir, hemlock fir and lodge pole pine. Structural performance and visual appearance are important to the Japanese market. Lumber that is out-of-square, has many knots, or looks bad, is often rejected as inferior.

Alternative framing materials such as engineered wood products (EWP) also have good potential for export to Japan. Using these products also has environmental benefits that will likely appeal to the Japanese market.

The supplier must be concerned about many cultural and practical issues when exporting lumber.

- Lumber quality is important. Do not ship inferior grades of lumber.
- The visual appearance of lumber is seen as reflecting its quality.
- Damaged lumber and plywood are unacceptable.
- Extra materials should be provided, but this decision must be balanced with the high cost of waste disposal.
- Wet lumber should never be loaded and shipped.
- It takes many people to unload containers. Lumber packages should be bundled with pull bars or ropes to aid in pulling lumber loads out of the container. Bundling lumber loads in smaller packages is also very helpful in the unloading process.

(continued, next page)

- Roof trusses are often manufactured in awkward shapes that match the roof. These trusses may be difficult to load in shipping containers.
- Roof trusses can sometimes be difficult to maneuver on site; it may take the help of a crane to lift the trusses into place. This may be difficult depending on the shape and size of the building sites.

➥ Export Opportunities

Is exportable to Japan without change

①
- Construction Hardware (Excluding Nails)
- Dimensional Lumber
- Non-power Tools (Specialized)
- Pre-cut Framing
- Pressure-Treated Lumber
- Sheathing

Requires minor adaptation to be exported to Japan

②
- Engineered Lumber
- Kit or Panelized Houses
- Panel Systems
- Pre-engineered Trusses

Insulation

Export Potential

Insulation-related building materials have good potential for export to Japan. The materials are generally lightweight and easy to handle. Along with insulation materials, Canadians have an opportunity to promote their expertise in energy efficient building technologies. The proper use and application of insulation building materials is very important in creating a successful energy efficient and comfortable home.

Export Opportunities

Is exportable to Japan without change

- Batt Insulation
- Insulated Framing Panels
- Insulation Fasteners
- Rigid Board Insulation, EPS
- Spray Applied Foam

Requires minor adaptation to be exported to Japan

- Blown-in-Batt System (BIBS)
- Foamed-in-Place
- Loose Fill Insulation

Air and Moisture Barriers

➥ Export Potential

Air and moisture barriers and related building materials have a good potential for export to Japan. Canadian systems and methods are somewhat better than those in Japan. There is an opportunity for Canadians to promote their expertise in the design and construction of air and moisture barriers.

Exporters are advised to:

- provide education about the benefits of energy efficient houses; and
- include proper instructions and details for insulation and vapour barrier installations.

➥ Export Opportunities

Is exportable to Japan without change

- Air Barrier Materials
- Joint and Air Sealing Materials
- Moisture Barrier Materials

Requires minor adaptation to be exported to Japan

- None Indicated

Siding, Soffits and Fascia

➥ Export Potential

There is good potential to export exterior finishing materials to Japan. North American exterior finishing materials are more aesthetically pleasing, but strict fire regulations may prevent the use of many materials. Exporters should consider pre-finishing siding materials prior to export to Japan. Avoid materials that require painting or waterproofing on site. In some areas of Japan, heavy rain and wind are considerations when choosing exterior siding. Appropriate fastening systems and finishes will be important.

➥ Export Opportunities

Is exportable to Japan without change

①
- Aluminum Siding, Soffits and Fascia
- Brick Slices, Siding, Soffits and Fascia
- Composition Wood and Cement Siding, Soffits and Fascia
- Full Brick Siding, Soffits and Fascia
- Hardboard Siding, Soffits and Fascia
- Pre-formed Metal Siding, Soffits and Fascia
- Simulated Stone Siding, Soffits and Fascia
- Vinyl Siding, Soffits and Fascia
- Wood Siding, Soffits and Fascia

Requires minor adaptation to be exported to Japan

②
- Aluminum Siding, Soffits and Fascia
- Composition Wood and Cement Siding, Soffits and Fascia
- Hardboard Siding, Soffits and Fascia
- Pre-formed Metal Siding, Soffits and Fascia
- Vinyl Siding, Soffits and Fascia
- Wood Siding, Soffits and Fascia

Roof Coverings

Export Potential

Sheet metal roofing and metal and asphalt shingles are not commonly used in Japan but may provide export opportunities. Their non-combustible nature and their availability in different colours, shapes, sizes and patterns, make them a consideration. Approvals may be necessary to demonstrate the non-combustible rating. The products are available in different shapes and patterns, some of which simulate the appearance of wood.

Export Opportunities

Is exportable to Japan without change

- Asphalt Shingles
- Fasteners for Roof Systems
- Flashing and Trim
- Membrane Eaves Protection
- Metal Shingles
- Pressed Cement or Clay Tile
- Ridge Vents
- Sheet Metal Roofing
- Underlay Materials

Requires minor adaptation to be exported to Japan

- Ridge Vents
- Wood Shingles or Shakes

Windows and Exterior Doors

Export Potential

There is an excellent opportunity for Canadian window manufacturers to export their products to Japan. In the wood housing market, the most important issue is the severe requirements in quasi-fireproof districts.

Important conditions:

- Unmodified Canadian window and door products can be used in non-quasi-fireproof districts, mainly in rural areas.
- Unmodified Canadian window products can be used in quasi-fireproof districts, if automatic metal shutters with a thermal sensor switch are installed on the windows. The use of metal shutters is common in Japanese residential housing. Many Japanese housing companies use automatic shutters, allowing greater flexibility in the types and selection of windows installed.
- Unmodified Canadian products can be used, except in areas of the building liable to catch fire.

To supply windows in the urban areas without complying to regulations requires a complete redesign of the window to pass the Japanese fire test. The redesign will include wired or thick, heat-strengthened glass and elimination or protection of combustible framing and gasketing materials.

There is considerable interest in wooden windows, especially in the high-end market. Aluminum-clad wood windows are particularly popular in the high-end market, because they combine the advantages of a wood interior finish and easier exterior maintenance. Aluminum and PVC windows are more common in the mid-range and lower-end market.

Export Opportunities

Is exportable to Japan without change

①
- Fibreglass Windows and Doors (if installed outside fire zones and in northern Japan)
- Metal Doors
- Vinyl Windows (if installed outside fire zones and in northern Japan)
- Wood and Aluminum-Clad Windows and Doors (if installed outside fire zones and in northern Japan)

Requires minor adaptation to be exported to Japan

②
- Fibreglass Windows and Doors (if in hot, humid climates)
- Vinyl Windows (if in hot, humid climates)
- Wood and Aluminum-Clad Windows and Doors

Drywall

➥ Export Potential

The export potential for drywall is limited, due to a high production capacity and low prices in Japan. There is also resistance by Japanese tradespeople to using large sheets that are heavier.

However, there may be potential for exporting drywall finishing materials such as corner bead, drywall tape, mesh and compound. These products are expensive in Japan and there are no regulations.

Tools may also present an export opportunity. Carpenters in Japan make their own installation tools at the construction site and most of the North American tools are not readily available.

The Building Standard Law of Japan (BSL) requires Japanese Industrial Standard (JIS) or JIS-equivalent gypsum board, commonly called drywall. However, test data can now be submitted if it is equivalent to JIS-testing methods. There have already been cases of Canadian drywall being approved. Fasteners must be JIS or meet JIS-equivalence.

Drywall is not a separate trade in the housing industry. North American drywall techniques are considered superior and there may be opportunities for training. A drywall installation training program for carpenters and programs for finishing work for painters could be considered.

➥ Export Opportunities

Is exportable to Japan without change

①
- Drywall Tools
- Joint Finishing Materials
- Trades Training

Requires minor adaptation to be exported to Japan

②
- Fasteners
- GB-F (Fire Resistant Drywall, Type-X)
- GB-R (Standard Drywall)
- GB-S (Water Resistant Drywall)

Space Heating

➥ Export Potential

Space heating equipment presents a limited opportunity for Canadian exporters due to the need for an established service network for any equipment that is supplied.

➥ Export Opportunities

Is exportable to Japan without change

①
- High-Pressure Ductwork

Requires minor adaptation to be exported to Japan

②
- Air Source Heat Pumps
- Conventional Sheet Metal Ductwork
- Electric Resistance Boiler
- Electric Resistance Furnace
- Electric Resistance Radiant Floor Heating
- Geothermal or Ground Source Heat Pumps
- HOT2000 Energy Analysis Software
- Humidifiers
- Hydronic Radiant Floor Heating
- Low-Intensity Electric Radiant Ceiling Heating
- Natural Gas-Powered Heat Pumps
- Packaged Heat Pump Units
- Propane-Fired Boiler
- Propane-Fired Forced Air Furnace
- Trades Training

Air Conditioning

Export Potential

Cooling equipment presents a limited opportunity for Canadian exporters due to the need for an established service network for any equipment that is supplied.

Export Opportunities

Is exportable to Japan without change

①
- None Indicated

Requires minor adaptation to be exported to Japan

②
- Air Source Heat Pumps
- Central Forced Air Systems
- Ductless Split Systems
- Geothermal or Ground Source Heat Pumps
- HOT2000 Energy Analysis Software
- Natural Gas-Powered Heat Pumps
- Packaged Heat Pump Units
- Portable Cooling Systems
- Trades Training
- Window Air Conditioners

Ventilation and Filtration

Export Potential

Ventilation equipment presents a good opportunity for Canadian exporters due to the trend towards airtight construction and the increasing awareness of indoor air quality. Installer training and after-sales support will be required to ensure long-term customer satisfaction and repeat sales.

Portable and ducted air filtration systems present a good opportunity due to Japanese concerns about indoor air quality.

Export Opportunities

Is exportable to Japan without change

①
- Electronic and Passive Electrostatic Filters
- Exhaust-Only Ventilation Systems
- Fabric Filters
- Odor and Volatile Gas Control Filters

Requires minor adaptation to be exported to Japan

②
- Energy Recovery Ventilators
- Heat Recovery Ventilators
- HOT2000 Energy Analysis Software
- Trades Training

Domestic Water Heating

Export Potential

Water heating represents an opportunity for Canadian exporters. Assuming that seismic issues are addressed, batch and thermosyphon solar water heaters provide a very good opportunity for export. Propane and large capacity electric water heaters with time of day controls could be readily used in a private water utility without Japan Waterworks Association (JWWA) approvals. The need for servicing this type of equipment is not very common and usually consists of replacing it.

Export Opportunities

Is exportable to Japan without change

①
- Batch Solar Water Heaters

Requires minor adaptation to be exported to Japan

②
- Active Solar Water Heaters
- Air Source Heat Pump Water Heaters
- HOT2000 Energy Analysis Software
- Propane-fired Water Heaters
- Trades Training

Plumbing

➥ Export Potential

Although all plumbing equipment and supplies require certification, recent deregulation should definitely open up the market for equipment and supplies. The new Waterworks Law (WWL) allows for third party certification, which will greatly reduce certification costs. Moreover, the new WWL is based on recognized international plumbing standards. Any products that now meet European or American standards should require little or no modification to be certified.

In the past, local districts and municipalities set additional standards. This system is abolished. All certified products must be accepted throughout Japan. This ensures a far broader market than was previously the case and makes certification more worthwhile.

The licensing of plumbers has been deregulated. This is unlikely to affect plumbing services, as all plumbers require a Japanese license. However, the change from a regional to a national licensing system will increase competition in plumbing services and may increase the demand for imported products as plumbers seek to become more competitive.

Design faucets and accessories have good potential especially in the high-end market. Even without certification, individual customers are allowed to use uncertified products for personal use.

Bath and shower units are extremely expensive in Japan. The high-end steam and shower units have good potential in a niche market. But more importantly, with modifications, products like the steam and shower unit could be adapted to the Japanese market.

➥ Export Opportunities

Is exportable to Japan without change

- Faucets and Shower Heads
- Shower Units
- Sinks and Laundry Tubs
- Toilets (if imported for personal use)

Requires minor adaptation to be exported to Japan

- Bathtubs and Bath Enclosures

Electrical

Export Potential

As do-it-yourself (DIY) centres expand in Japan, there will be an excellent market for electric lighting and small appliances. However, the market is very competitive and there is already a fairly good selection of imported electrical lighting and small appliances. Imports from China and Southeast Asia are strong in the lower-end market. In the high-end market, Italy, Germany and Sweden are strong. The market for large appliances is very limited. Japanese suppliers provide a wide selection of products and options.

Still, there are very good opportunities, especially as part of housing packages, to export electrical lighting to Japan. There are no restrictions on electric lighting purchased by clients and if lighting is included in housing packages, there does not appear to be a problem. However, retail sales of all electrical equipment, including lighting, do require approval.

Canadian Standards Association (CSA) data can be used for approval under the Electrical Appliances and Material Control Law. The CSA mark is fairly well recognized in Japan. Many Japanese electrical supplies, including wiring and components, have CSA approval. CSA is one of nine organizations authorized in Japan for foreign specifications testing.

Export Opportunities

Is exportable to Japan without change

- Central Vacuum Systems
- Electric Shutter Rain Doors
- Incandescent Lighting

Requires minor adaptation to be exported to Japan

- Fluorescent Lighting
- Range Hoods
- Refrigerators and Freezers
- Stoves

Flooring

➥ Export Potential

There is an excellent market in Japan for flooring products, especially solid hardwood flooring. Wood flooring is preferred over carpeting and other floor surfaces, although a market does exist for each of these products. Stone and tile are popular, especially in entranceways or *Genkan*.

Solid wood flooring is one of the most marketable import housing products for Japan. High quality hardwood flooring is a major sales point for the high-end housing market and one of the main features that consumers identify with import housing. In the high-end market, clients prefer to have flooring throughout the house, including the kitchen and water closet areas. The most popular woods are oak, maple and pine.

Japan has very good quality veneer-laminated products. In Japan, quality is defined in terms of performance and structural integrity. The surface wood is extremely thin, with five to six layers of coatings and tends to have a less attractive plastic finish.

Tiles are commonly used for entrance areas. There is an excellent selection in Japan, but there are attractive and competitively priced import products. Terra cotta tiles have recently become very popular.

➥ Export Opportunities

Is exportable to Japan without change

①
- Adhesives, Glues and Mortars
- Carpet
- Ceramic Tile
- Cork Flooring
- Cushion Flooring
- Solid Wood Flooring
- Veneer Wood Flooring

Requires minor adaptation to be exported to Japan

②
- Trades Training

Stairs and Handrails

Export Potential

There is an excellent market in Japan for feature stairs and handrails, especially for solid wood products in the high-end market. They are a major selling point for import housing.

Japanese designers have not traditionally used stairs as an architectural feature. North American influence has made feature staircases very popular. However, there are area and design constraints. The Japanese view feature stairs as a luxury product and want to include North American stair components as much as possible. At a minimum, most stairways could incorporate newel posts, volutes, turnouts and balusters. In the high-end market with less space constraints, high quality, solid wood stair systems are very popular.

Canadian stair exporters should focus on:

- marketing high quality and durability; and
- maximizing design features, craftsmanship, quality and service.

Export Opportunities

Is exportable to Japan without change

①
- Carpet-grade Stairs
- Solid Wood Stairs and Handrails
- Steel Stairs and Railings

Requires minor adaptation to be exported to Japan

②
- Design and Field Tools
- Trades Manuals

Coatings and Wallcoverings

Export Potential

The export opportunities for conventional interior wallcoverings are limited. There is some potential for exporting wood panels and artificial marble for decorative wall purposes. In Japan, there is a movement back to natural solutions in finishing materials. Natural products are a niche market, but have very good potential for export.

Wallcoverings are more widely used than paint in interior finishing. Clients prefer wallcoverings because of the broad selection of products available. Construction companies prefer them because they are inexpensive and reduce construction time. Wallcoverings range from vinyl paper in the low-end to linen and silk in the high-end market.

Paint is normally only used for trim, although wood trim is usually clear-coated. Decorative painting techniques popular in North America could have a market in Japan as indoor air quality issues become more of a concern and clients select water-based paints over wallcoverings. Decorative painting could be a good niche market, using texture paints, glazes and techniques such as stippling, combing, and ragging.

Export Opportunities

Is exportable to Japan without change

①
- Ceramic Tile
- Clear Coatings
- Design and Field Tools
- Paints
- Stains
- Trades Training

Requires minor adaptation to be exported to Japan

②
- Wallpaper

Cabinetry

➥ Export Potential

Storage space is a major issue for Japanese clients. Well-designed cabinetry has high appeal. North American cabinetry is popular, a main feature of import housing and is also gaining popularity with Japanese builders. With new supply and distribution outlets for wholesalers and retailers, import cabinetry is becoming a main feature of Japanese housing.

All styles of cabinetry are marketable in Japan. Japanese prefer natural wood and solid wood products. Few domestic suppliers offer wood cabinetry and most only manufacture wood laminates. Solid wood cabinetry is very expensive in Japan so Canadian solid wood products that are competitively priced have very good export potential.

Exporting kitchen cabinetry also has a very high potential because very few modifications are necessary. Differences in sizing are relatively easy to overcome by adjusting the toe height and allowing for Japanese sink sizes. In addition to opportunities in the import housing market, there are opportunities to sell cabinetry units in the new distribution and supply systems at the home and do-it-yourself (DIY) centres. There is also an opportunity to promote high-end designer hardware for cabinetry. Cabinetry is one of the key marketing features for import housing.

➥ Export Opportunities

Is exportable to Japan without change

①
- Cabinet Hardware
- Shoe Cabinet *(Getabako)*
- TV Cabinet and Shelving Units

Requires minor adaptation to be exported to Japan

②
- Kitchen Cabinets
- Vanities

Interior Doors

➥ Export Potential

There is an excellent market in Japan for interior doors in import housing and for the domestic housing industry. Opportunities exist in single family dwellings, apartments and condominium complexes. All models of doors are considered a key import product for the housing industry. Imported doors are common in the '2 x 4' construction market, but could easily expand to traditional wood frame housing, especially as new housing product distribution centers develop. Another important market in the future will be the do-it-yourself (DIY) stores.

There is a very good market for all grades of products. However, in the low-end market, there is increasing competition from Southeast Asia, especially Indonesia. In the high- end market, designs, materials and finishes are very important. A good selection of design styles should be available for interior door packages including all types of doors in each design style.

Floor-to-ceiling bifold doors are not common in North America, but are very popular in Japan, especially in the high-end market. The most popular imports are hinged doors and bifold doors. With some modifications, double-swing French doors and Japanese *Tobusuma* could be marketed very effectively. *Tobusuma* are veneer-laminate sliding doors.

Door weight is also important. The Japanese consider heavy doors to be of higher quality. Most imported doors come with frames, but Japan also imports doors without frames.

High quality Japanese *shoji* frames were traditionally made from Akita cedar, but now most frames use imported spruce. An opportunity exists to manufacture *shoji* frames in North America, the main source of spruce.

➥ Export Opportunities

Is exportable to Japan without change

①
- Attic Access Doors
- Bifold Doors
- Design and Field Tools
- French Doors
- Hardware
- Medium Density Fibreboard (MDF) Doors
- PVC Doors
- Sliding Doors *(Tobusuma)*
- Solid Wood Doors
- Wood Veneer Doors

Requires minor adaptation to be exported to Japan

②
- Pocket Doors
- Sliding Doors *(Shoji)*

Interior Trim

➥ Export Potential

There is an excellent market for interior trim products in Japan. There are no restrictions on imports and all products are marketable.

Traditionally, post-and-beam structures provided most of the feature components. Many Japanese clients want more North American design in their houses. Feature stairs, wood panelling and architectural trim are the main elements clients identify as North American design. Moulding is the easiest way to create this design image.

The wide selection of trim materials available in North American products can be marketed from the mid-range to high-end markets. There are only two major companies supplying North American-style decorative trim and architectural ornaments in Japan. Products are expensive and the selection is limited compared with the range of products available in Canada.

One of the biggest barriers to selling interior trim products in Japan is that builders and most architects have limited experience in designing ornamental trim and wood panelling. They have a limited knowledge of the wide selection of products available. A design service and visual material are very important for successfully marketing interior trim.

There is also potential to export cedar or hemlock trim and cedar ceiling panelling for the Japanese traditional market. Some Canadian companies are supplying this market. A number of American companies are aggressively developing finishing wood and trim products. These are competitively priced and of similar quality to Japanese products. As these products become readily available, the market will definitely expand.

➥ Export Opportunities

Is exportable to Japan without change

①
- Aluminum Bead
- Baseboards
- Ceiling Medallions
- Clear Coat Finishes
- Crown Mouldings
- Design and Field Tools
- Door and Window Mouldings
- Fingerjoint Mouldings
- MDF Mouldings
- Paint Finishes
- Pre-finished Mouldings
- Solid Wood Trim Products
- Urethane Mouldings
- Vinyl Mouldings
- Wall Panelling and Wainscotting

Requires minor adaptation to be exported to Japan

②
- Trades Training

Landscaping

➥ Export Potential

There is a good niche market for latticework, rose trellises, ornate iron lawn furniture and gazebos. Latticework is very popular but Japanese products are too expensive to be widely used. Garden accessory package options would be an excellent market and should be designed with themes such as the English Garden, which is very trendy. Detailed specifications are not as important as image for this type of product. A lifestyle image should be used in marketing material. Pictures of a garden tea party or barbecue party are very effective.

All types of garden furniture, including plastic, aluminum and cast iron lawn furniture, tables and umbrellas, have excellent potential. Planters should also be included in deck design, both built-in types and other planters. Decorative planters are very expensive and variety is limited. All items can be marketed as option packages.

There is a strong demand for brick and stone fencing. Ornate cast iron gates have good potential. Paving stones are popular for walkways and carport areas.

Other products to consider include greenhouses, outdoor hot tubs or whirlpool tubs, and shade awnings.

➥ Export Opportunities

Is exportable to Japan without change

①
- Brick Fencing
- Decking
- Gazebos
- Geotextiles
- Japanese Wood Deck *(Nureen)*
- Lattice
- Walkway Paving Stones
- Wood Fencing

Requires minor adaptation to be exported to Japan

②
- Aluminum Fencing
- Steel Fencing

Specialty Products

Export Potential

The products covered in this section have been chosen because of their potential for export or their importance in relation to another building system. For example, water filtering and softening equipment has impacts on the plumbing system. However, this type of equipment requires approvals and cannot be exported to Japan.

In most cases, there are no regulations or the regulations are not considered limiting. Most products can be offered as option packages in both the mid-range and high-end markets. As competition increases in the import housing market in Japan, option packages can provide an additional marketing edge. Well designed packages can add significantly to the value of an imported home and increase the profitability of exports.

As specialty products, most of the items are overpriced in Japan. There is a definite opportunity for exporters who can provide quality products at competitive pricing.

Export Opportunities

Is exportable to Japan without change

- Bathroom Accessories
- Carports
- Countertops
- Eavestroughing
- Exterior Ornamental Trim
- Fireplaces and Chimneys
- Home Care and Rehabilitation Equipment
- Laminated Shelving
- Mailboxes
- Under-floor Storage Unit
- Wire Shelving
- Wood Shelving

Requires minor adaptation to be exported to Japan

- Decorative Mouldings
- Exterior Columns
- Gable Vents
- House Numbers
- Window Shutters

Appendix A

Codes and Standards

A comprehensive listing of codes and standards that apply to the products in each section is included in the full publication.

Appendix B

Masterformat Numbers

A comprehensive listing of the Masterformat numbers and categories that apply to the products in each section is included in the full publication.

Appendix C

Suppliers, Industry Associations and Manufacturers

A listing of suppliers, industry associations and manufacturers, relevant to the products in each section, is included in the full publication.

Appendix D

Figures

A complete listing of the figures for each section is included in the full publication.

Appendix E

Tables

A complete listing of the tables for each section is included in the full publication.

Appendix F

Additional Resources

Canada

Natural Resources Canada
CANMET Energy Technology Centre
Buildings Group
580 Booth Street, 13th Floor
Ottawa, Ontario K1A 0E4
Tel: 613 943-2260
Fax: 613 996-9909
www.buildingsgroup.net

Canada Mortgage and Housing Corporation
Canadian Housing Export Centre
700 Montreal Road
Ottawa, Ontario K1A 0P7
Tel: 613 748-2000
Fax: 613 748-2302
www.cmhc-schl.gc.ca

Department of Foreign Affairs
and International Trade
InfoCentre
25 Sussex Drive
Ottawa, Ontario K1A 0G2
Tel: 800 267-8376, 613 944-4000
www.dfait-maeci.gc.ca

National Research Council Canada
Institute for Research in Construction
Canadian Construction Materials Centre
Ottawa, Ontario K1A 0R6
Tel: 613 993-2607
Fax: 613 952-7673
www.nrc.ca/irc

Industry Canada
CD Howe Building
235 Queen Street
Ottawa, Ontario K1A 0H5
Tel: 613 954-3037
Fax: 613 954-8048
www.ic.gc.ca

Japan

Building Research Institute,
The Ministry of Construction (BRI, MOC)
1 Tatehara, Tsukuba-shi, Ibaraki 305-0802
Tel: 011-81-298-64-2151
Fax: 011-81-298-64-2989
www.kenken.go.jp

Housing Bureau,
The Ministry of Construction (MOC)
2-1-3, Kasumigaseki, Chiyoda-ku,
Tokyo 100-8944
Tel: 011-81-3-3580-4311
Fax: 011-81-3-3502-3955
www.moc.go.jp

The Building Centre of Japan (BCJ)
No. 30 Mori Bldg., 3-2-2, Toranomon,
Minato-ku, Tokyo 105-8438
Tel: 011-81-3-3434-7155
Fax: 011-81-3-3434-5069
www.bcj.or.jp

Government Housing Loan Corporation
(GHLC)
1-4-10, Koraku, Bunkyo-ku,
Tokyo 112-8570
Tel: 011-81-3-3812-1111
Fax: 011-81-3-5800-8181
www.jyukou.go.jp

Japan External Trade Organization (JETRO)
JETRO Toronto
Trade Promotion Dept.
181 University Avenue, Suite 1600
Toronto, ON M5H 3M7
Tel: (416) 861-0000, ext. 229
Fax: (416) 861-9666
morganc@jetro.go.jp

Canada

Canadian Embassy in Japan
3-38 Akasaka, 7-Chome
Minato-ku, Tokyo, 107-8503, Japan
Tel: 011-81-3-5412-6200
Fax: 011-81-3-5412-6247
www.dfait-maeci.gc.ca/ni-ka

Consulate General of Canada in Osaka
2-2-3 Nishi-shinsaibashi
Chuo-ku, Osaka 542-0086, Japan
Tel: 011-81-6-6212-4910
Fax: 011-81-6-6212-4914
www.dfait-maeci.gc.ca/ni-ka

Consulate of Canada in Fukuoka
FT Bldg. 9F
4-8-28 Watanabe-dori
Chuo-ku, Fukuoka, 810-0004, Japan
Tel: 011-81-92-752-6055
Fax: 011-81-92-752-6077
www.dfait-maeci.gc.ca/ni-ka

Consulate of Canada in Nagoya
Nakato Marunouchi Bldg. 6F
3-17-6 Marunouchi Naka-ku
Nagoya, 460-0002, Japan
Tel: 011-81-52-972-0450
Fax: 011-81-52-972-0453
www.dfait-maeci.gc.ca/ni-ka

Japan

Ministry of International Trade and Industry
(MITI), Housing Industry Division
1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo
100-8901
Tel: 011-81-3-3501-9255
Fax: 011-81-3-3501-6799
www.miti.go.jp

Institute for Building Energy Conservation
(IBEC)
4-5 Ni-bancho, Chiyoda-ku
Tokyo, 102-0084
Tel. 011-81-3-3222-6681
Fax: 011-81-3-3222-6696

Appendix G

Product and Exportability List

Material Name	Section	Exportability Rating
Exportability Rating 1		
Adhesives, Glues and Mortars	Flooring	1
Air Barrier Materials	Air and Moisture Barriers	1
Aluminum Siding, Soffits and Fascia *if outside fire zone*	Siding, Soffits and Fascia	1
Aluminum Bead	Interior Trim	1
Asphalt Shingles *if outside fire zone*	Roof Coverings	1
Attic Access Doors	Interior Doors	1
Baseboards	Interior Trim	1
Batch Solar Water Heaters	Domestic Water Heating	1
Bathroom Accessories	Specialty Products	1
Batt Insulation	Insulation	1
Bifold Doors	Interior Doors	1
Brick Fencing	Landscaping	1
Brick Slices, Siding, Soffits and Fascia	Siding, Soffits and Fascia	1
Cabinet Hardware	Cabinetry	1
Carpet	Flooring	1
Carpet-grade Stairs	Stairs and Handrails	1
Carports	Specialty Products	1
Ceiling Medallions	Interior Trim	1
Central Vacuum Systems	Electrical	1
Ceramic Tile	Coatings and Wallcoverings	1
Ceramic Tile	Flooring	1
Clear Coat Finishes	Interior Trim	1
Clear Coatings	Coatings and Wallcoverings	1
Composition Wood and Cement Siding, Soffits and Fascia *if outside fire zone*	Siding, Soffits and Fascia	1
Construction Hardware *(excluding nails)*	Framing	1
Cork Flooring	Flooring	1
Countertops	Specialty Products	1
Crown Mouldings	Interior Trim	1
Cushion Flooring	Flooring	1
Decking	Landscaping	1
Design and Field Tools	Coatings and Wallcoverings	1
Design and Field Tools	Interior Doors	1
Design and Field Tools	Interior Trim	1
Dimensional Lumber	Framing	1
Door and Window Mouldings	Interior Trim	1
Drainage Materials	Foundations	1
Drywall Tools	Drywall	1
Eavestroughing	Specialty Products	1
Electric Shutter Rain Doors	Electrical	1

Material Name	Section	Exportability Rating

Exportability Rating 1, continued

Electronic and Passive Electrostatic Filters	Ventilation and Filtration	1
Exhaust-Only Ventilation Systems	Ventilation and Filtration	1
Exterior Ornamental Trim	Specialty Products	1
Fabric Filters	Ventilation and Filtration	1
Fasteners for Roof Systems	Roof Coverings	1
Faucets and Shower Heads	Plumbing	1
Fibreglass Windows and Doors *if installed outside fire zones and in northern Japan*	Windows and Exterior Doors	1
Fingerjoint Mouldings	Interior Trim	1
Fireplaces and Chimneys	Specialty Products	1
Flashing and Trim	Roof Coverings	1
Full Brick Siding, Soffits and Fascia	Siding, Soffits and Fascia	1
French Doors	Interior Doors	1
Gazebos	Landscaping	1
Geotextiles	Landscaping	1
Hardboard Siding, Soffits and Fascia *if outside fire zone*	Siding, Soffits and Fascia	1
Hardware	Interior Doors	1
High-Pressure Ductwork	Space Heating	1
Home Care and Rehabilitation Equipment	Specialty Products	1
Incandescent Lighting	Electrical	1
Insulated Framing Panels	Insulation	1
Insulation Fasteners	Insulation	1
Japanese Wood Deck *(Nureen)*	Landscaping	1
Joint and Air Sealing Materials	Air and Moisture Barriers	1
Joint Finishing Materials	Drywall	1
Laminated Shelving	Specialty Products	1
Lattice	Landscaping	1
Mailboxes	Specialty Products	1
MDF Mouldings	Interior Trim	1
Medium Density Fibreboard (MDF) Doors	Interior Doors	1
Membrane Eaves Protection	Roof Coverings	1
Metal Doors	Windows and Exterior Doors	1
Metal Shingles	Roof Coverings	1
Moisture Barrier Materials	Air and Moisture Barriers	1
Non-power Tools (Specialized)	Framing	1
Odor and Volatile Gas Control Filters	Ventilation and Filtration	1

Material Name	Section	Exportability Rating

Exportability Rating 1, continued

Paint Finishes	Interior Trim	1
Paints	Coatings and Wallcoverings	1
Pre-cut Framing	Framing	1
Pre-finished Mouldings	Interior Trim	1
Pre-formed Metal Siding, Soffits and Fascia *if outside fire zone*	Siding, Soffits and Fascia	1
Pressed Cement or Clay Tile	Roof Coverings	1
Pressure Treated Lumber	Framing	1
PVC Doors	Interior Doors	1
Rigid Board Insulation, EPS (Extruded Polystyrene)	Insulation	1
Ridge Vents *if outside fire zone*	Roof Coverings	1
Sheathing	Framing	1
Sheet Metal Roofing	Roof Coverings	1
Shoe Cabinet *(Getabako)*	Cabinetry	1
Shower Units	Plumbing	1
Simulated Stone Siding, Soffits and Fascia	Siding, Soffits and Fascia	1
Sinks and Laundry Tubs	Plumbing	1
Sliding Doors *(Tobusuma)*	Interior Doors	1
Solid Wood Doors	Interior Doors	1
Solid Wood Flooring	Flooring	1
Solid Wood Stairs and Handrails	Stairs and Handrails	1
Solid Wood Trim Products	Interior Trim	1
Spray Applied Foam	Insulation	1
Stains	Coatings and Wallcoverings	1
Steel Stairs and Railings	Stairs and Handrails	1
Toilets *if imported for personal use*	Plumbing	1
Trades Training	Coatings and Wallcoverings	1
Trades Training	Drywall	1
TV Cabinet and Shelving Units	Cabinetry	1
Under-floor Storage Unit	Specialty Products	1
Underlay Materials	Roof Coverings	1
Urethane Mouldings	Interior Trim	1
Veneer Wood Flooring	Flooring	1
Vinyl Siding, Soffits and Fascia *if outside fire zone*	Siding, Soffits and Fascia	1
Vinyl Mouldings	Interior Trim	1
Vinyl Windows and Doors *if installed outside fire zones and in northern Japan*	Windows and Exterior Doors	1
Walkway Paving Stones	Landscaping	1
Wall Panelling and Wainscotting	Interior Trim	1
Wire Shelving	Specialty Products	1
Wood Siding, Soffits and Fascia *if outside fire zone*	Siding, Soffits and Fascia	1

Material Name	Section	Exportability Rating

Exportability Rating 1, continued

Wood and Aluminum-Clad Windows and Doors *if installed outside fire zones and in northern Japan*	Windows and Exterior Doors	1
Wood Fencing	Landscaping	1
Wood Shelving	Specialty Products	1
Wood Veneer Doors	Interior Doors	1

Exportability Rating 2

Active Solar Water Heaters	Domestic Water Heating	2
Air Source Heat Pump Water Heaters	Domestic Water Heating	2
Air Source Heat Pumps	Air Conditioning	2
Air Source Heat Pumps	Space Heating	2
Aluminum Fencing	Landscaping	2
Aluminum Siding, Soffits and Fascia *if inside fire zone*	Siding, Soffits and Fascia	2
Bathtubs and Bath Enclosures	Plumbing	2
Blown-in-Batt System	Insulation	2
Cast-in-Place Concrete	Foundations	2
Central Forced Air Systems	Air Conditioning	2
Composition Wood and Cement Siding, Soffits and Fascia *if inside fire zone*	Siding, Soffits and Fascia	2
Construction Drawings which Meet the Building Standard Law of Japan (BSL)	Design and Planning	2
Conventional Sheet Metal Ductwork	Space Heating	2
Dampproofing Materials	Foundations	2
Decorative Mouldings	Specialty Products	2
Design and Field Tools	Stairs and Handrails	2
Designs and Options Packages	Design and Planning	2
Ductless Split Systems	Air Conditioning	2
Electric Resistance Boiler	Space Heating	2
Electric Resistance Furnace	Space Heating	2
Electric Resistance Radiant Floor Heating	Space Heating	2
Energy Recovery Ventilators	Ventilation and Filtration	2
Engineered Lumber	Framing	2
Exterior Columns	Specialty Products	2
Fasteners	Drywall	2
Fibreglass Windows and Doors *if in hot, humid climates*	Windows and Exterior Doors	2
Fluorescent Lighting	Electrical	2
Foamed-in-Place	Insulation	2

Material Name	Section	Exportability Rating
Exportability Rating 2, continued		
Gable Vents	Specialty Products	2
GB-F (Fire Resistant Drywall, Type-X)	Drywall	2
GB-R (Standard Drywall)	Drywall	2
GB-S (Water Resistant Drywall)	Drywall	2
Geothermal or Ground Source Heat Pumps	Air Conditioning	2
Geothermal or Ground Source Heat Pumps	Space Heating	2
Hardboard Siding, Soffits and Fascia *if inside fire zone*	Siding, Soffits and Fascia	2
Heat Recovery Ventilators	Ventilation and Filtration	2
HOT2000 Energy Analysis Software	Air Conditioning	2
HOT2000 Energy Analysis Software	Domestic Water Heating	2
HOT2000 Energy Analysis Software	Space Heating	2
HOT2000 Energy Analysis Software	Ventilation and Filtration	2
House Numbers	Specialty Products	2
Humidifiers	Space Heating	2
Hydronic Radiant Floor Heating	Space Heating	2
Insulated Modular Concrete Form Systems	Foundations	2
Kit or Panelized Houses	Framing	2
Kitchen Cabinets	Cabinetry	2
Loose Fill Insulation	Insulation	2
Low-Intensity Electric Radiant Ceiling Heating	Space Heating	2
Natural Gas-Powered Heat Pump Units	Air Conditioning	2
Natural Gas-Powered Heat Pumps	Space Heating	2
Packaged Heat Pump Units	Air Conditioning	2
Packaged Heat Pump Units	Space Heating	2
Panel Systems	Framing	2
Plans Libraries	Design and Planning	2
Pocket Doors	Interior Doors	2
Portable Cooling Systems	Air Conditioning	2
Pre-cast Concrete	Foundations	2
Pre-engineered Trusses	Framing	2
Pre-Formed Metal Siding, Soffits and Fascia *if inside fire zone*	Siding, Soffits and Fascia	2
Pressure-Treated Wood	Foundations	2
Propane-Fired Boiler	Space Heating	2
Propane-Fired Forced Air Furnace	Space Heating	2
Propane-fired Water Heaters	Domestic Water Heating	2
Range Hoods	Electrical	2
Refrigerators and Freezers	Electrical	2

Material Name	Section	Exportability Rating

Exportability Rating 2, continued

Ridge Vents *if inside fire zone*	Roof Coverings	2
Sliding Doors *(Shoji)*	Interior Doors	2
Steel Fencing	Landscaping	2
Stoves	Electrical	2
Trades Manuals	Stairs and Handrails	2
Trades Training	Air Conditioning	2
Trades Training	Domestic Water Heating	2
Trades Training	Flooring	2
Trades Training	Interior Trim	2
Trades Training	Space Heating	2
Trades Training	Ventilation and Filtration	2
Unit Masonry	Foundations	2
Vanities	Cabinetry	2
Vinyl Siding, Soffits and Fascia *if inside fire zone*	Siding, Soffits and Fascia	2
Vinyl Windows and Doors *if in hot, humid climates*	Windows and Exterior Doors	2
Wallpaper	Coatings and Wallcoverings	2
Window Air Conditioners	Air Conditioning	2
Window Shutters	Specialty Products	2
Wood and Aluminum-Clad Windows and Doors *in hot, humid climates*	Windows and Exterior Doors	2
Wood Shingles or Shakes	Roof Coverings	2
Wood Siding, Soffits and Fascia *if inside fire zone*	Siding, Soffits and Fascia	2

Exportability Rating ③

Asphalt Shingles *if inside fire zone*	Roof Coverings	3
Automatic Garage Doors	Electrical	3
Bathroom Dryer/Heater/Ventilation Unit	Electrical	3
Breaker Panels	Electrical	3
Ceiling Brackets	Electrical	3
Copper Water Pipe	Plumbing	3
Dryers	Electrical	3
Electric Water Heaters	Domestic Water Heating	3
Fibreglass Windows and Doors *in fire zones*	Windows and Exterior Doors	3

Exportability Rating 3, continued

Gas-Fired Forced Air Furnace	Space Heating	3
Gas-Fired High-Efficiency Boiler	Space Heating	3
Geothermal or Ground Source Heat Pump Water Heaters	Domestic Water Heating	3
Intercom Systems	Electrical	3
Kitchen Waste Disposers	Specialty Products	3
Metal Windows	Windows and Exterior Doors	3
Nails	Framing	3
Natural Gas-fired Water Heaters	Domestic Water Heating	3
Oil-Fired Boiler	Space Heating	3
Oil-Fired Furnace	Space Heating	3
Photovoltaic Systems	Electrical	3
Plastic Drainage Pipe	Plumbing	3
Plastic Water Supply Pipe	Plumbing	3
Point-of-Use Portable Space Heaters	Space Heating	3
Pumps	Plumbing	3
Single-Ply Membrane Materials	Roof Coverings	3
Sliding Doors *(Fusuma)*	Interior Doors	3
Switches and Receptacles	Electrical	3
Toilets *if not imported for personal use*	Plumbing	3
Vinyl Windows and Doors *in fire zones*	Windows and Exterior Doors	3
Walls (Retaining)	Landscaping	3
Washing Machines	Electrical	3
Water Filtering	Specialty Products	3
Water Softening Equipment	Specialty Products	3
Wiring and Cable	Electrical	3
Wood and Aluminum-Clad Windows and Doors *in fire zones*	Windows and Exterior Doors	3

I wish we'd had this book when we first went to Japan! When we made the decision to test the Japanese market, it was very tough to find the information we needed. This would have saved us hours of research. It will certainly be a real help to any new companies looking at the Japanese market—but also to anyone who's been in Japan for a while. There's always something new worth considering! Great job, NRCan!

Jeff Armstrong
President, DAC International Inc.

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